



La Plata Branch

P. D. Brown Memorial Branch



# Charles County Public Library: FY 2016 Annual Report



Potomac Branch

Waldorf West Branch



Janet Salazar  
Executive Director  
Charles County Public Library

October 2016

Executive Summary

FY 2016 brought many changes to the library. We hired many new senior management staff, created a new strategic plan, increased library usage by our community, and created our own library commercial. We offered programs and services to people of all ages and backgrounds. The library hosted an information session for all Pre-K and Kindergarten teachers on how to structure a story time for their classroom. We helped students learn STEM skills during the STEM Festival in November. Through the Retail Seasonal Hiring Event, the library brought together employers and potential new employees for the holiday hiring season, supporting economic development in our community. Our library is a true community resource, creating opportunities for our community to engage, discover, and learn. On behalf of the Board of Trustees and the staff at CCPL, I thank you for your support and patronage.

Janet Salazar, Executive Director



STEM program

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## Background

Charles County, Maryland is located just 18 miles south of Washington, D.C. and is bordered by Prince George's, Calvert, and St. Mary's counties. The current population is 154,747. Key industries for Charles County are federal/defense contracting; science/technology; health services; energy and sustainability; and robotics.

Charles County is home to a fairly young, well-educated population. The median age of the population is 38 years old. Thirty-eight percent of the population holds a bachelor's degree or higher. Charles County is becoming more diverse as well, with 44% of the population being African American, 5% Hispanic, 3% Asian, and 1% Native American. Forty-eight percent of the population is White.



Story Time

The library system is comprised of four physical buildings and an outreach van. The Waldorf West Branch and P. D. Brown Memorial Branch are both located in Waldorf. The headquarters library is the La Plata Branch, located in the town of La Plata. The western side of the county is served by the Potomac Branch located in Ruth B. Swann Park. A mobile library unit is being added in FY 2017.

The library is governed by a seven member Board of Trustees:

Claudia Bellongy-Atanga, Board President	Dr. William Wise
Andrew Pizor, Board Vice President	Hunter Lewis
Janaya Thompson, Treasurer	Kiran Sitoula
Margarita Rhoden	

Commissioner Amanda Stewart is an Ex Officio member of the board.

Our libraries would not be successful without the support of our Board of County Commissioners:

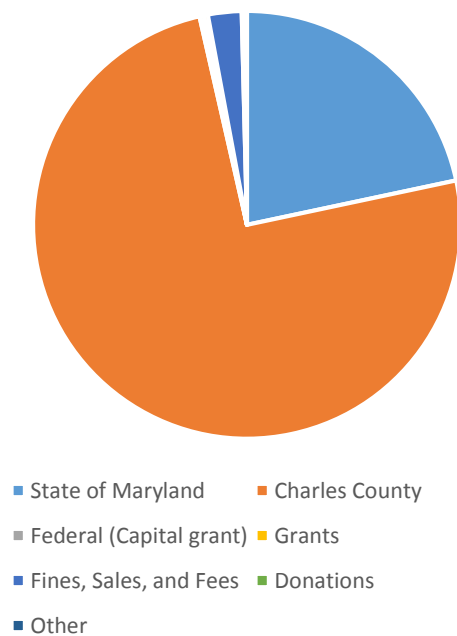
Peter F. Murphy, President  
 Deborah M. Davis, Esq. Vice President  
 Ken Robinson, District 1  
 Bobby Rucci, District 4  
 Amanda Stewart, District 3

## Income & Expenses

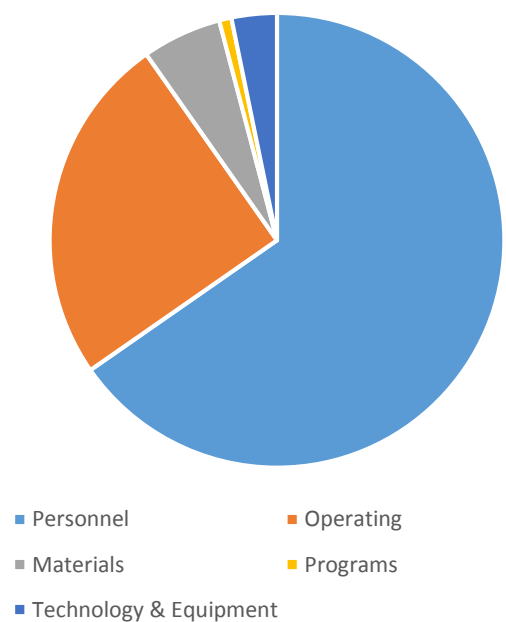
CCPL INCOME	
Income	Amount
State of Maryland	\$ 1,375,902.00
Charles County	\$ 4,746,970.00
Federal (Capital grant)	\$ 20,000.00
Grants	\$ 20,184.00
Fines, Sales, and Fees	\$ 161,316.00
Donations	\$ 14,692.00
Other	\$ 10,461.00
<b>Total</b>	<b>\$ 6,349,525.00</b>

CCPL EXPENSES	
Expenses	Amount
Personnel	\$ 4,066,652.00
Operating	\$ 1,551,460.00
Materials	\$ 351,974.00
Programs	\$ 54,388.00
Technology & Equipment	\$ 200,537.00
Grant projects	\$ 20,184.00
<b>Total</b>	<b>\$ 6,245,195.00</b>

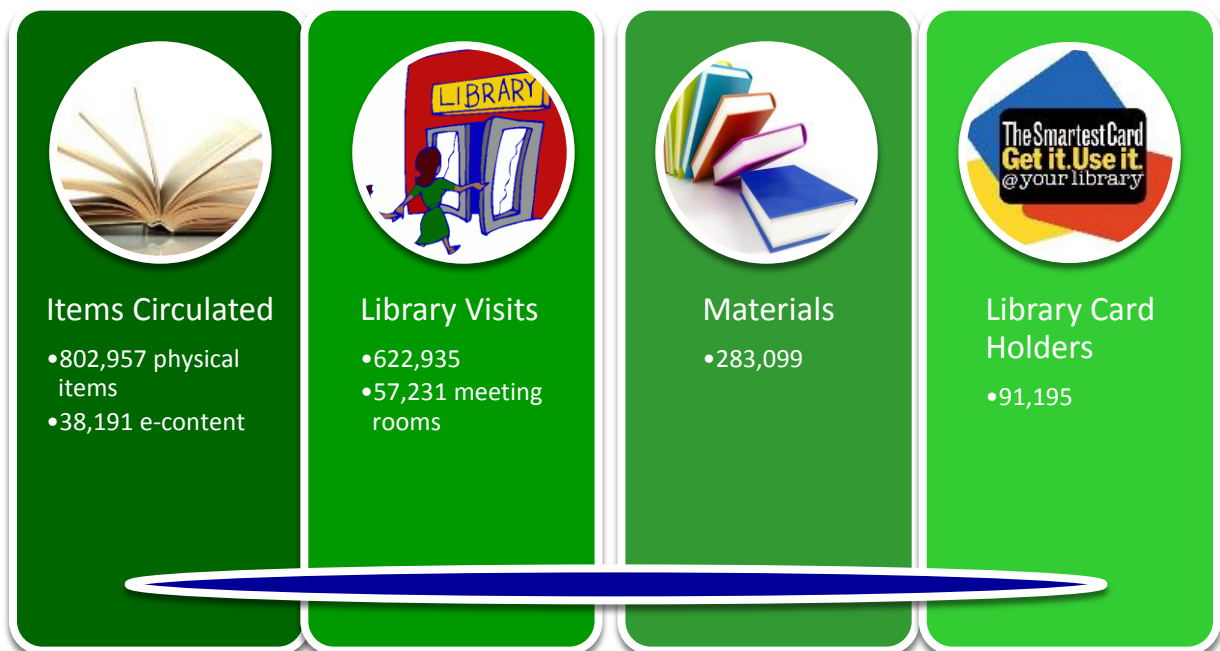
CCPL INCOME Amount



CCPL EXPENSES Amount



## By The Numbers



## Strategic Plan

It's been a great year for CCPL. We are most proud of our new strategic plan. Over a 5 month period our staff and community came together to set a new direction for the library. With 9 sessions of focus groups and an online survey, we narrowed all the information down to four strategic goal areas:

1. Position the library as an indispensable community asset to ensure awareness of services, supportive partnerships, and adequate funding.
2. Deliver library services and programs that are data and customer driven.
3. Develop a capable and dedicated staff to maximize productivity and to deliver patron-centered services.
4. Modernize library facilities and technologies to exceed community expectations.

We are excited about our direction and have already started working on our goals.

### Mission

The Charles County Public Library creates opportunities for the community to engage, discover, and learn

### Vision

We are the trusted source for connecting everyone to endless possibilities



## Highlights

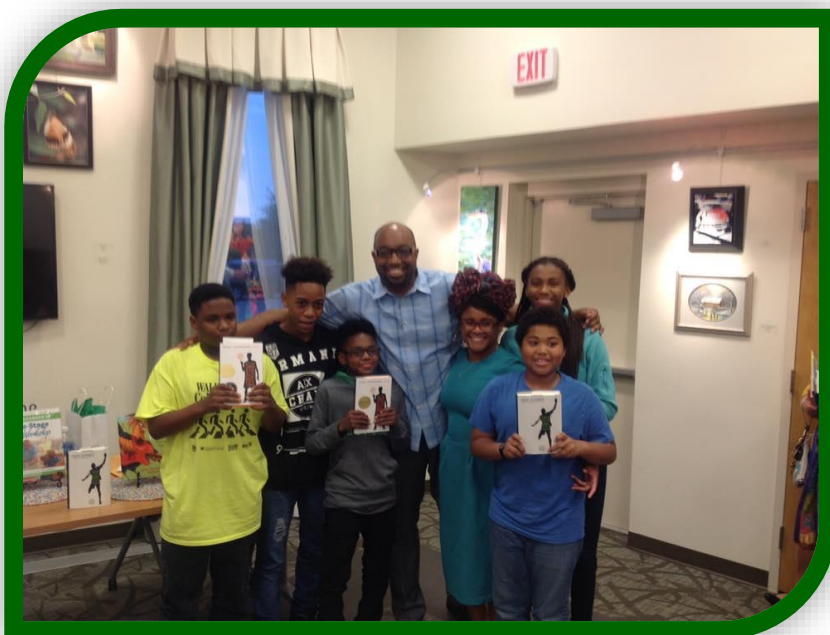
This was a productive year for the library! Our Board of Trustees hired a new Executive Director after a nationwide search. Key upper management positions were also filled.

Our county government committed fully to their public libraries, funding our new hoopla service, which allows our community to stream music, movies, e-books and e-audio books effortlessly from our website. Our commissioners supported the concept of a mobile library, voting for funding to be available in FY 17. When funding became available, they also implemented a COLA raise and a merit increase for library staff.

Our dedicated and talented staff have worked hard to develop and implement programs to enhance the educational and personal growth of our community. Presenting everything from passive programs such as Adult Coloring to craft programs like pumpkin decorating and Family Craft Night, all the way to educational and STEM programs such as Paws to Read and Hour of Code, our community had a wide variety of educational and entertaining programs from which to choose. The library was much honored to have Newbery Award-winning author Kwame Alexander come to speak at our Waldorf West library. Social media was on fire with tweets from attendees while Mr. Alexander spoke about his childhood and his experience as an author.

Collaboration with our community is key to the success of our library system. Through our partnership with our local public schools, the library was able to offer classes on Scratch, Inkspace, Gimp, Audacity, Minecraft, and Kodu. These programs were conducted using the SPLICE laptops provided to the library by the Division of Library Development and Services (DLDS). The library in return held sessions for all of the public schools Kindergarten and Pre-K teachers on how structure a story time to reinforce reading and early learning concepts. The library also partnered with the Tri-County Council and Job Source Mobile Career Center to hold our Retail Seasonal Hiring Event. Over 20 companies were on hand to tell attendees about their openings and conduct interviews for employment.

With all of the great programs and services our library has to offer, it became imperative to get the word out to our community. Charles County's media department, with help from library staff, created our very first commercial for the library. All in all, it was a very good year.



**Kwame Alexander Author Visit**

## Sponsors

The library appreciates the support from our community. We would like to take this opportunity to thank our sponsors:

Charles County Parks & Grounds  
 Texas Roadhouse  
 Baltimore Orioles  
 Maryland Science Center  
 The Greater Waldorf Jaycees  
 Rotary Club of Waldorf, MD  
 SMECO  
 Southern Maryland Blue Crabs  
 Island Music Co.  
 Maryland International Raceway- Budds Creek  
 Maryland Science Center  
 Charles County Arts Alliance  
 Maryland State Arts Council  
 Capital Clubhouse  
 Boston's  
 Chick-fil-A  
 Citizen for Charles County Public Library  
 DC United  
 Washington Nationals



Nature Birding Walk

*I was grocery shopping at ALDI when the cashier who was checking me out said "I knew you looked familiar." (I happened to be wearing my CCPL polo). She continued, "You helped me with my resume that got me this job, I've been here for 6 months now."*



Seasonal Retail Hiring Event





*A grandmom just came to the desk and said she asked her grandson if he would like to go to My Gym or play soccer today. She said her grandson said "No, I want to go to the library"*

**STEM Program**



*"My son has autism and he really enjoyed himself reading to the therapy dogs. Thanks!"*

**Paws to Read**